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**ABSTRACT:**

CHG DATE=20030912 STATUS=O>????A method of determining

the position of a label media and printing to the label media based on the label media position is disclosed. The method includes using an encoder (100) to track the position of the label media (20). As the label media advances during printing, an encoder shaft (132) rotates with an encoder traction roller (130) upon which the label media rides. As the encoder shaft rotates, optical reflections that occur within the encoder are interrupted, each interruption corresponding to a desired media travel distance. When the optical reflection is interrupted, the encoder sends a signal to the controller, which then sends a control signal to fire the printhead, and consequently the label media is thermally printed. The system is useful in thermal printer systems to provide more accurate position information of the label media, and consequently, more accurate printing. In this manner, with the encoder tracking the motion of the media, the timing of the printing of the label media is determined upon the actual position of the label media itself. ?